

ACTION

Action brings you adrenaline-pumping entertainment. Our smash hit movies starring the world's greatest action heroes like Jason Statham, Bruce Willis and Jet Li will get your pulse racing. What are you waiting for? Get some!

new and returning content

Wanted

A frustrated office worker learns that he is the son of a professional assassin and that he shares his father's superhuman killing abilities. Stars Angelina Jolie and James McAvoy.



Hellboy II: The Golden Army

The mythical world starts a rebellion against humanity in order to rule the earth so Hellboy and his team must save the world from the rebellious creatures. Stars Ron Perlman and Selma Blair.

Tropic Thunder

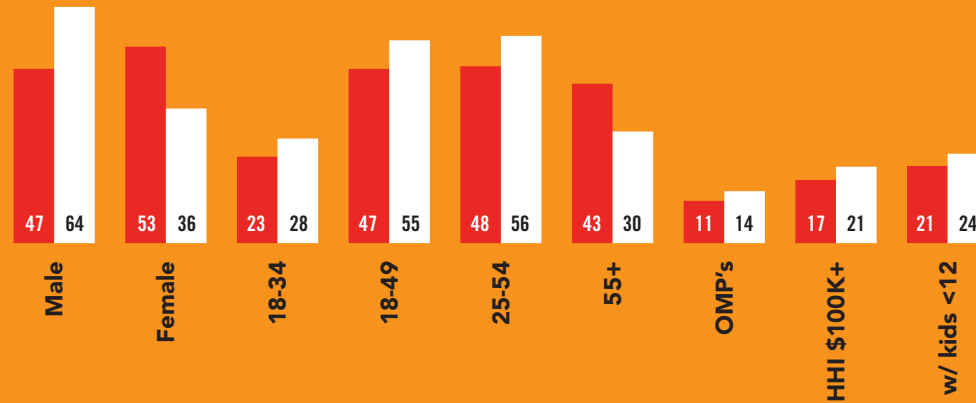
Through a series of freak occurrences, a group of actors shooting a big-budget war movie are forced to become the soldiers they are portraying. Stars Robert Downey Jr. and Ben Stiller.



Audience Profile

Demographic Profile
 % of A18+ AMA, English Canada
 BBM Canada PPM Data (Aug30-Dec5/10)

■ Total TV
■ Action



More likely to:

- Have moved in the past year (121) and rent their home (139)
- Play individual/team sports (119)
- Spend over 15 hours at home on the internet (108) as well as downloading music (112) and sending instant messages (123)
- Use their media/MP3 or mobile device for photos (134 mobile), for GPS (131 mobile), listen to (206 media/MP3) or download (112 media/MP3) music, and download (124 mobile) or watch (120 mobile) video

Source: BBM Canada PPM Data (F10 = Aug30-Dec5/10) / English Canada/Comp% of Adults 18-54

